Product Packaging in Support of Consumer Loyalty

Chyntia Ika Ratnapuri
Entrepreneurship Department, BINUS Business School Undergraduate Program
Bina Nusantara University,
Jakarta, Indonesia 11480
chyntia.ratnapuri@binus.ac.id

Dian Kurnianingrum
Entrepreneurship Department, BINUS Business School Undergraduate Program
Bina Nusantara University,
Jakarta, Indonesia 11480
dian_k@binus.ac.id

Okky Rizkia Yustian
Entrepreneurship Department, BINUS Business School Undergraduate Program
Bina Nusantara University,
Jakarta, Indonesia 11480
okky.yustian@binus.ac.id

Doni Purnama Alamsyah*
Entrepreneurship Department, BINUS Business School Undergraduate Program
Bina Nusantara University,
Jakarta, Indonesia 11480
*doni.alamsyah@binus.ac.id

Abstract

The purpose of this study is to examine the relationship of advertising and product packaging on consumer loyalty. The study was conducted by looking at consumer perceptions of products that have size variants. This study uses a quantitative survey of self-service retail consumers in Bandung, Indonesia. There were 186 consumers who filled out the questionnaire and processed their data through SmartPLS. The respondents were selected with a case study on Sweetened Kenal Milk consumers because they have many size variants and are easier to find in supermarkets. The results of the study found that there was a good relationship between advertising and packaging on consumer loyalty. Packaging has a better impact on maintaining consumer loyalty, compared to advertising. So that a consumer loyalty model is formed which is supported by product packaging and advertising. Product packaging consists of several antecedent factors, namely unix, easy to use, acceptable, variance, quality, and efficient. In the packaging, in fact there are interesting things where the packaging also provides benefits, one of which is as a product promotion media. This research has an appeal for companies that will maintain consumer loyalty, where it is recommended to keep product packaging as one of the best factors in maintaining consumer loyalty.

Keywords
Packaging, Advertising, Consumer Loyalty

1. Introduction

Consumer loyalty to a product can reflect a certain psychological commitment (Sun & Lin, 2010). Loyalty is a form of behavior from decision-making units to make continuous purchases of goods or services of a selected company (Martínez & Rodríguez del Bosque, 2013). The company's ability to communicate products to consumers through

promotional activities through advertising is an important thing (Doni Purnama Alamsyah et al., 2021; Othman, Alamsyah, Indriana, et al., 2021; Wang, 2011). Advertising is a form of communication that conveys messages about impersonal goods, services, ideas, and programs using various channels and the sender of the message can be identified and pays a fee to the messenger (Bortree et al., 2013). The purpose of advertising as one of the most recognized forms of promotion, this is because of its broad reach (Fombrun, 2005). Examining the phenomenon, consumer loyalty can be controlled and begins with advertising which forms a medium of communication between entrepreneurs and consumers.

Another thing that gives a good picture for consumers is the attribute on the product known as packaging, where packaging is one of the spearheads of selling a product (Rodiah et al., 2017). Packaging is known as all the activities of designing and producing containers for a product (Kotler & Keller, 2016). At first, packaging only functions as a container or wrapper that serves to protect, cover, or make it easier for a product to be carried, but over time, packaging is required to be able to foster consumer interest in buying (Evanita & Trinanda, 2018). Currently, packaging is considered important related to product image and consumer views on product quality, so that product packaging is an important part in supporting consumer trust and loyalty. Consumer loyalty is important for companies, in relation to maintaining a market position where there are many product choices submitted by competitors (Doni Purnama Alamsyah, 2016). Consumers have been spoiled with many product choices, thus threatening the level of consumer loyalty to one product (Alfin & Nurdin, 2017). A strategy is needed to continue to maintain the level of loyalty from consumers, one thing that can be done is to maintain product quality such as maintaining product packaging that is in accordance with consumer desires (Kotler & Keller, 2016). Besides that, support from advertising certainly plays an important role related to consumer loyalty amidst the proliferation of product choices (Tampubolon et al., 2015). Based on the phenomena that have been described previously related to consumer loyalty, this research focuses on examining the relationship between advertising and product packaging implementation with the level of consumer loyalty. The study was conducted on retail consumers, with the assumption that there are many brands and product variants, so that it is easier to know consumer loyalty to one product brand. This research is important to study, in relation to company policies in determining advertising patterns and packaging implementation in accordance with consumer expectations. The impact of this study can create a marketing strategy model that supports the creation of consumer loyalty to products and brands.

2. Research Review

The initial theory of advertising was conveyed that "Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future" (Weigold & Arens, 2015). From the theory explains that advertising is a paid form of communication mediated from an identifiable source, designed to persuade the recipient of the message to take some action, now or in the future. In principle, advertising can educate consumers with messages that can be received well (Doni Purnama Alamsyah et al., 2020; Yang et al., 2016). There is a lot of value in advertising, where the value is created according to the target market by the company (D P Alamsyah et al., 2021; Fombrun, 2005; Ratnapuri et al., 2021). There are many impacts that occur from advertising, including product image and consumer trust (Yoo & Chang, 2005). But the most important thing is the impact on consumer loyalty, because the better consumer ratings of the product support consumers choosing the same product (Kao & Du, 2020; Martínez & Rodríguez del Bosque, 2013).

Advertising is also said to be any form of non-personal communication about an organization, product, service, or idea that is paid for by a known sponsor (Morissan, 2015). The purpose of advertising is a message delivery task that must be achieved with a certain audience in a certain period. Previous studies have explained that advertising has an impact on consumer behavior, one of which increases the level of consumer trust and loyalty to products (Kao & Du, 2020; Martínez & Rodríguez del Bosque, 2013). In addition to advertising, there are other factors that can determine consumer loyalty, namely product packaging (Hosseinzadeh & Branch, 2013; Marshall, 2010). Due to the dynamic needs and wants of consumers, entrepreneurs demand that they continue to develop their products. Through packaging that is tailored to consumer standards and needs, in fact it is a strategy that can increase consumer loyalty to a product (Lavorata, 2014). The initial theory of packaging said that "packaging includes all the activities of designing and producing the container for a product" (Beneke et al., 2013). It can be interpreted that advertising is an activity of designing and producing a container for a product. The packaging of a product refers to a container that is offered for sale and there is a label that conveys information (Kerin et al., 2015). Packaging is made by adopting the needs of consumers, but sometimes packaging is made more unique with the aim of attracting attention from consumers and increasing value (Mele et al., 2010). The strategy on packaging has been widely studied to improve complementary

services to products, so that packaging becomes an important attribute that companies pay attention to (Beneke et al., 2013). Sometimes the value of the product depends on the packaging that is delivered, because the outer appearance is the first view of the consumer towards the product. Good packaging can attract consumers to choose products, not infrequently packaging also increases consumer awareness (Doni Purnama Alamsyah & Febriani, 2020). In fact, the packaging that companies create affects the consumer's future product experience when they open it and use what's inside. In the end, the packaging created by the company supports the loyalty behavior of consumers.

Loyalty from consumers is said to be "a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior" (Kotler & Keller, 2016). In principle, it is a deeply held commitment to repurchase or subscribe to a preferred product or service in the future regardless of situational influences and marketing efforts that have the potential to cause behavior change. Of course, this commitment is needed by entrepreneurs and known by entrepreneurs comes from the implementation of advertising and delivery of product packaging. Many considerations are made by consumers in choosing products, the fact that all previous studies have focused on consumer behavior, and it appears from the phenomenon of previous literature studies that knowledge of advertising and product packaging can affect the level of loyalty of consumers (Hosseinzadeh & Branch, 2013; Yoo & Chang, 2005). Based on the analysis on the previous research review, the proposed research hypothesis design related to loyalty is presented as follows.

Hypothesis 1   There have relationship between advertising strategy and consumer loyalty to the product.
Hypothesis 2   There have relationship between packaging implementation and consumer loyalty to the product.

3. Research Methods

This study focuses on three variables, namely advertising, packaging, and consumer loyalty, where this study examines the perceptions of consumers. Each research variable is measured through several indicators, for advertising it is measured through indicators to inform, to persuade and to remind (D'Souza & Taghian, 2005a, 2005b). The packaging uses several indicators including unix, easy to use, acceptable, variance, quality, and efficient (Gilaninia & Mousavian, 2012; Rodiah et al., 2017). As for consumer loyalty indicators used indicators including repeat purchases, buy others, recommend and immune (Chiu et al., 2009; Xu & Gursoy, 2015). Furthermore, based on the previous hypothesis design and referring to a series of research variable indicators, a research model is formed that will be tested in this study which is shown in Figure 1.
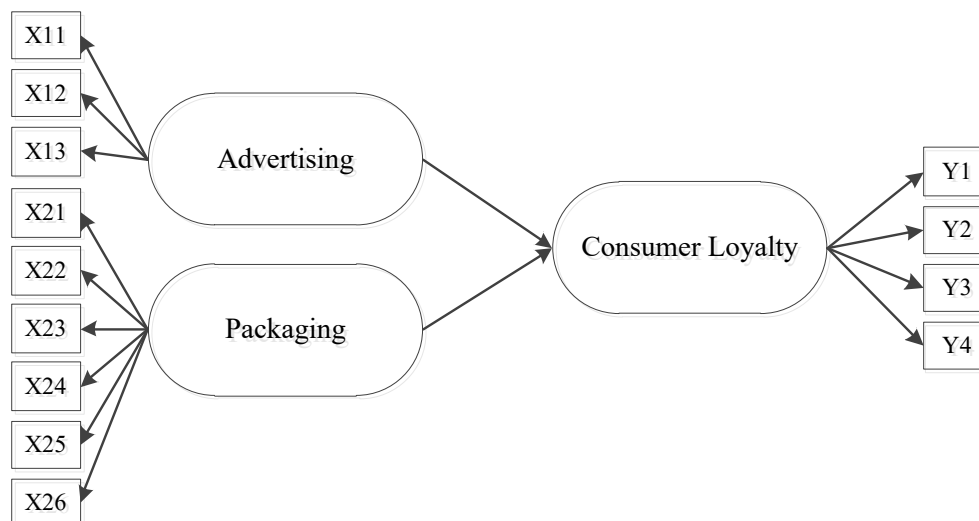

Figure 1. Hypothesis Model

The research method used is a quantitative survey, where data is collected through questionnaires to consumers quantitatively. The object of research is self-service retail consumers who have purchased sweetened condensed milk products in the city of Bandung. Meanwhile, consumers are selected for self-service retail because Sweetened Condensed Milk products have many variants in supermarkets. Meanwhile, the product chosen as the object of research is Sweetened Condensed Milk because it is currently a case study with many characteristics of product variants and packaging. Data from consumers is then collected and processed through SmartPLS to test the research

model in Figure 1, with a targeted number of consumers as many as 200, considering the research and service research time according to SmartPLS provisions.

4. Results and Discussion

This study aims to examine the relationship of the company's advertising strategy and the implementation of product attributes through packaging with increasing consumer loyalty. Case study on consumers of sweetened condensed milk in self-service retail. The distribution of the questionnaires was carried out and the results of filling out the questionnaires obtained data from 186 respondents out of 200 who were distributed online, while the questionnaires were not completely processed because there were incomplete questionnaires. Data from respondents is then reviewed starting with an overview of respondent profiles and analysis of research statistical results through SmartPLS.

4.1 Respondent Profiles

There are several characteristics of the respondents including sex, place, and frequency of consuming the product. Detailed results are presented in Table 1, where in general it is said that the majority of those who filled out the questionnaire were male (52%), furthermore they lived in Bandung City (78.7%) and most consumed Sweetened Condensed Milk products in a week between two to three times (41.6%). It is clear from the respondent profile that consumers have a good experience with the product so that the level of loyalty can be measured.

Table 1. Respondent Profiles

Information		Percentage
Sex	Male	52,8%
	Female	47,2%
Place	Urban	78,7%
	Sub-Urban	21,3%
Consumption in a week	0 – 1 Times	31,5%
	2 – 3 Times	41,6%
	4 – 7 Times	27%

4.2 Statistic Results

Research testing using SmartPLS with testing is carried out in one test, where the test is carried out based on the hypothesis model in Figure 1, and the test results are known in Figure 2. Before explaining the research results, an explanation of the research model test, known as the Inner and Outer Model test, is carried out. The results of the Inner and Outer Model tests are presented in Table 2 and Table 3, where it is known that based on the test results of the research model in Figure 2 it can be accepted. The next test is the comparison of the t-value to examine the research hypotheses, the test results are presented in Table 4. From these results it is known that all research hypotheses can be accepted, and the research model can be a recommendation in assessing consumer loyalty.
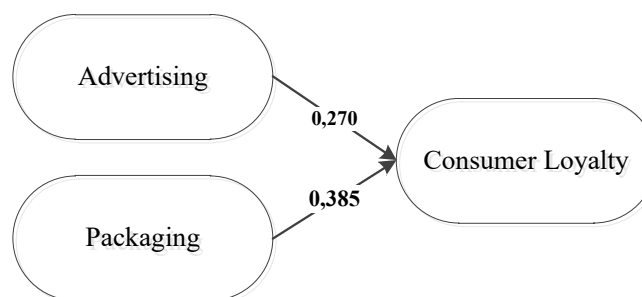

Figure 2. Research Model of Consumer Loyalty

Table 2. Model Test Result

Measurement	Cut off Value	Model Test Result	Information
Convergent Validity	>0.30	Outer Loading > 0.500	Good
Composite Reliability	>0.70	Composite Reliability > 0.800	Good
Average Variance Extracted	>0.30	AVE > 0.400	Good
Cronbach's Alpha	>0.70	Cronbach's Alpha >0.700	Good
Outer Weight	>2.032	Outer Weight >2.000	Good

Table 3. Validity and Reliability Test Result

Variables	Instruments	Load. Factors
Advertising	To Inform (X11)	0.688
	To Persuade (X12)	0.486
	To Remind (X13)	0.769
Packaging	Unix (X21)	0.533
	Easy Use (X22)	0.823
	Acceptable (X23)	0.767
	Variance (X24)	0.572
	Quality (X25)	0.786
	Efficient (X26)	0.802
Consumer Loyalty	Repeat Purchase (Y1)	0.853
	Buy Others (Y2)	0.720
	Recommend (Y3)	0.790
	Loyal (Y4)	0.791

Table 4. Hypotheses Test Result

Hypotheses	Path Coefficients	t-value	Results
Advertising → Consumer Loyalty (H1)	0.270	3.003	Support
Packaging → Consumer Loyalty (H2)	0.385	4.560	Support

4.3 The Relationship of Advertising, Packaging and Consumer Loyalty

Based on the results shown in Figure 2, it is known that there is a research model related to consumer loyalty. The results of the study stated that the advertising strategy carried out by the company on the product had a good relationship with consumer loyalty with a correlation value of 0.270. Examining the research model test that it can be assumed that the advertising carried out by the company has a good impact on the achievement of consumer loyalty. There are many values of advertising, including reminding consumers of the benefits of the product or service offered to consumers. The company is also able to maintain and build a corporate identity through the brand on the product. To achieve the company's reputation because of the value in advertising related to the company's image. The most important thing about advertising is education and attracting interest from consumers, so it is related to the bond between consumers and companies. Some of the benefits of advertising are ultimately able to support consumer loyalty for each using the same product. The results of this study are in line with previous research (Othman, Alamsyah, Aryanto, et al., 2021; Yoo & Chang, 2005), which explained the meaning of advertising with an attractive theme able to maintain product image and consumer loyalty. There is a message that is easy to remember from advertising, where this message is hyper reality so that consumers seem to feel the benefits of the product. In addition to advertising, there are other factors that have a relationship with consumer loyalty based on the results in Figure 2, namely the implementation of product packaging. When examined from the results of research, it is known that packaging has a good relationship with consumer loyalty, which is 0.385 correlated. These results are in line with previous research studies (Gilaninia & Mousavian, 2012), which clearly explain that well-packaged and distinctive products provide better opportunities for consumer image and loyalty. Because consumers view the product from the outside, then the quality of the product inside is only after that.

In general, product packaging has a function as a container for products to maintain their quality, making it easier for consumers to store or use them. Another thing that is often a concern for packaging is as a product identity, so that it

exceeds its function as a product container. In certain circumstances, namely efforts to expand the market, there is a change in the concept of packaging. This aims to increase and expand market reach, because product packaging is tailored to the wishes of the wider market. Some companies currently use packaging as an arena to convey promotions, because product packaging is part of product attributes that are often considered by consumers (Gilaninia & Mousavian, 2012; Rashid, 2009). There are several promotions carried out such as submitting a website or other information related to the company. Several functions of the packaging result in providing value for consumers, this is certainly good in increasing consumer awareness and loyalty in using the same product. The essence of this study explains that consumer loyalty can be controlled by two things including advertising and product packaging, but the most decisive is product packaging, because it has a higher correlation than advertising. This is considered reasonable because the product packaging contains several positive things including advertising media directly to consumers as product users. As an assumption for companies that want to increase consumer loyalty, it is necessary to prioritize product packaging after which advertising media.

4.4 The Antecedent of Product Packaging

The findings of this study are in the form of a research model shown in Figure 2, furthermore it is known that the implementation of packaging on products has a better impact on strengthening consumer loyalty. When examined, it was found that product packaging consists of several measurement indicators, namely unix, easy to use, acceptable, variance, quality, and efficient. This measurement can be used as an antecedent factor that is able to measure the value of product packaging. Given the results have a good relationship on increasing consumer loyalty. Unix is the first measurement, which means that each product needs to pay attention to the level of differentiation. Because each packaging needs to be different from the packaging in general which has value seen by consumers. The second factor is easy to use which means it is easy to use or be used by consumers. If the product tends to be difficult and not accepted by consumers, it will certainly worsen the image of the product, so that consumers lose interest in the product. The three factors are acceptable or commonly known as packaging in accordance with consumer desires. There are many products with many packaging variables, so they can be accepted by many consumer characteristics. So, it can be concluded that the packaging in accordance with the wishes of consumers is easier for consumers to choose. Another factor that is also considered is variance which means the number of sizes or types of packaging. This applies because every consumer has different desires related to product size. The next factor is quality that is maintained, because the quality of the packaging determines the quality of the product. Often product packaging is made more attractive and quality with the assumption that it adds value to the quality of the product. Finally, the antecedent of packaging is efficiency, which means that it is in accordance with consumer needs and is not considered excessive. It seems clear that there are antecedents that need to be considered by consumers with the assumption of adding value to product quality, so that they can support and maintain customer loyalty. This finding is useful for companies to evaluate the packaging that has been delivered whether it has a positive impact on consumer behavior or not.

5. Conclusion

Consumer loyalty is important for the company to pay attention to and even the company's goal to continue to maintain it through various marketing activities. For this reason, a strategy is needed which includes the implementation of advertising and product packaging. In this study, it is explained that consumer loyalty is controlled first by product packaging and secondly by advertising media. So that it becomes a recommendation for companies to evaluate marketing strategies through product packaging and advertising media. The research findings are presented in the form of a regression model, namely support from advertising and packaging on consumer loyalty, besides that, the antecedents of packaging are presented which have five measurements including unix, easy to use, acceptable, variance, quality, and efficient. This study has limitations where it only examines loyalty from packaging and advertising, does not examine other strategies such as word of mouth and brand image. So that it becomes a recommendation in the next research to examine more broadly on other strategies so that it is more conical in finding factors that can increase and maintain customer loyalty.

References

Alamsyah, D P, Othman, N. A., Hikmawati, N. K., Aryanto, R., Indriana, & Utomo, S. M. (2021). Green IT as The Basic of Renewable Energy Industry in Facing Competitiveness. *2021 International Seminar on Intelligent Technology and Its Applications (ISITIA)*, 161–166. https://doi.org/10.1109/ISITIA52817.2021.9502214

Alamsyah, Doni Purnama. (2016). Kepercayaan Konsumen Pada Produk Organik. *Ecodemica*, *4*(2), 146–155.

Alamsyah, Doni Purnama, & Febriani, R. (2020). Green Customer Behaviour : Impact of Green Brand Awareness to Green Trust. *Journal of Physics: Conference Series*, *1477*, 072022. https://doi.org/10.1088/1742-6596/1477/7/072022

Alamsyah, Doni Purnama, Indriana, Ratnapuri, C. I., Aryanto, R., & Othman, N. A. (2021). Digital Marketing: Implementation of Digital Advertising Preference to Support Brand Awareness. *Academy of Strategic Management Journal*, *20*(2S), 1–11.

Alamsyah, Doni Purnama, Othman, N. A., Bakri, M. H., Adjie, A. N., Salsabila, K., & Syarifuddin, D. (2020). Confirmatory factor analysis of green advertising and its impact on green awareness. *Management Science Letters*, *10*(16), 3899–3906. https://doi.org/10.5267/j.msl.2020.7.021

Alfin, M. R., & Nurdin, S. (2017). *Pengaruh Store Atmosphere Pada Kepuasan Pelanggan Yang Berimplikasi Pada Loyalitas Pelanggan*. *1*(2), 249–258.

Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: A study of private label merchandise. *Journal of Product and Brand Management*, *22*(3), 218–228. https://doi.org/10.1108/JPBM-02-2013-0262

Bortree, D. S., Ahern, L., Smith, A. N., & Dou, X. (2013). Framing environmental responsibility: 30 years of CSR messages in National Geographic Magazine. *Public Relations Review*, *39*(5), 491–496. https://doi.org/10.1016/j.pubrev.2013.07.003

Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, *33*(4), 761–784. https://doi.org/10.1108/14684520910985710

D'Souza, C., & Taghian, M. (2005a). Green advertising effects on attitude and choice of advertising themes. *Asia Pacific Journal of Marketing and Logistics*, *17*(3), 51–66. https://doi.org/10.1108/13555850510672386

D'Souza, C., & Taghian, M. (2005b). Green advertising effects on attitude and choice of advertising themes. *Asia Pacific Journal of Marketing and Logistics*, *17*(3), 51–66.

Evanita, S., & Trinanda, O. (2018). *Pengaruh Atribut Produk Terhadap Minat Beli Makanan Ringan Tradisional Economac*. *1 Issue 2*(July). https://doi.org/10.24036/20171237

Fombrun, C. J. (2005). A World of Reputation Research, Analysis and Thinking — Building Corporate Reputation Through CSR Initiatives: Evolving Standards. *Corporate Reputation Review*, *8*(1), 7–12.

Gilaninia, S., & Mousavian, S. J. (2012). The investigation and analysis impact of brand image in Iran. *African Journal of Business Management*, *6*(25), 7548–7556. https://doi.org/10.5897/ajbm11.1294

Hosseinzadeh, S., & Branch, G. (2013). The Effect of Green Products and Green Promotion on Customers ' Loyalty to the Brand of Naghshe Jahan Sugar Company. *International Journal of Management and Social Sciences Research*, *2*(6), 114–118.

Kao, T. F., & Du, Y. Z. (2020). A study on the influence of green advertising design and environmental emotion on advertising effect. *Journal of Cleaner Production*, *242*, 118294. https://doi.org/10.1016/j.jclepro.2019.118294

Kerin, R. A., Hartley, S. W., & Rudelius, W. (2015). *Marketing* (Twelfth Ed). McGraw-Hill Education.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15 Global). Pearson Education.

Lavorata, L. (2014). Influence of retailers' commitment to sustainable development on store image, consumer loyalty and consumer boycotts: Proposal for a model using the theory of planned behavior. *Journal of Retailing and Consumer Services*, *21*(6), 1021–1027. https://doi.org/10.1016/j.jretconser.2014.01.003

Marshall, N. W. (2010). Commitment, Loyalty And Customer Lifetime Value: Investigating The Relationships Among Key Determinants. *Journal of Business & Economics Research (JBER)*, *8*(8). https://doi.org/10.19030/jber.v8i8.753

Martínez, P., & Rodríguez del Bosque, I. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, *35*, 89–99. https://doi.org/10.1016/j.ijhm.2013.05.009

Mele, C., Spena, T. R., & Colurcio, M. (2010). Co-creating value innovation through resource integration. *International Journal of Quality and Service Sciences*, *2*(1), 60–78. https://doi.org/10.1108/17566691011026603

Morissan. (2015). *Periklanan: Komunikasi Pemasaran Terpadu*. Kencana.

Othman, N. A., Alamsyah, D. P., Aryanto, R., & Science, E. (2021). Understanding the factors of green advertising to adopt the environmental strategy. *Conference Series: Earth and Environmental Science*, *824*(1), 12042. https://doi.org/10.1088/1755-1315/824/1/012042

Othman, N. A., Alamsyah, D. P., Indriana, Rustine, M., Aryanto, R., & Setyawati, I. (2021). ICT and Consumer Behavior: A Study of Students' Self-Perceived Digital. *2021 International Seminar on Intelligent Technology and Its Applications (ISITIA)*, 238–242. https://doi.org/10.1109/ISITIA52817.2021.9502265

Rashid, N. R. N. A. (2009). Awareness of Eco-label in Malaysia's Green Marketing Initiative. *International Journal of Business and Management*, *4*(8), 132–141. https://doi.org/10.5539/ijbm.v4n8p132

Ratnapuri, C. I., Aprilia, S., Ningrum, D. K., Diryana, I., Sudirman, I. D., & Alamsyah, D. P. (2021). The mindmapping for marketing strategy: Case study of fashion industry. *Conference Series: Earth and Environmental Science*, *794*(1), 12082. https://doi.org/10.1088/1755-1315/794/1/012082

Rodiah, S., Nurhajati, & Slamet, A. R. (2017). Pengaruh Jenis Produk, Ukuran Produk, Kemasan Produk Terhadap Tingkat Kejenuhan Konsumen Produk Mie Instan Indomie. *Jurnal Riset Manajemen*, 54–68.

Sun, P. C., & Lin, C. M. (2010). Building customer trust and loyalty: An empirical study in a retailing context. *Service Industries Journal*, *30*(9), 1439–1455. https://doi.org/10.1080/02642060802621478

Tampubolon, B. D., Ayuningtyas, U., & Setyoko, A. T. (2015). Kesiapan Pemberlakuan Wajib SNI Susu Bubuk dan SNI Susu Kental Manis di Indonesia. *Jurnal Standardisas*, *17 No 2*, 157–166.

Wang, A. (2011). The effects of visually primed pharmaceutical advertising disclosure on attitudes and perceived CSR practices. *International Journal of Pharmaceutical and Healthcare Marketing*, *5*(2), 99–117. https://doi.org/10.1108/17506121111149226

Weigold, M. F., & Arens, W. F. (2015). *Advertising* (Third Edit). McGraw - Hill Education.

Xu, X., & Gursoy, D. (2015). Influence of sustainable hospitality supply chain management on customers' attitudes and behaviors. *International Journal of Hospitality Management*, *49*, 105–116. https://doi.org/10.1016/j.ijhm.2015.06.003

Yang, S., Lin, S., Carlson, J. R., & Ross, W. T. (2016). Brand engagement on social media: will firms' social media efforts influence search engine advertising effectiveness? *Journal of Marketing Management*, *32*(5–6), 526–557. https://doi.org/10.1080/0267257X.2016.1143863

Yoo, S., & Chang, Y. (2005). An Exploratory Research on the Store Image Attributes Affecting Its Store Loyalty. *Seoul Journal of Business*, *11*(1), 19–41. http://s-space.snu.ac.kr/handle/10371/1830

Biographies

Chyntia Ika Ratnapuri is Faculty Member and researcher from Bina Nusantara University in Entrepreneurship Department. Have focused research on Consumer Behavior and Entrepreneurship.

Dian Kurnianingrum is Faculty Member and researcher from Bina Nusantara University in Entrepreneurship Department. Have focused research on Financial Behavior.

Okky Rizkia Yustian is Faculty Member and researcher from Bina Nusantara University in Entrepreneurship Department. Have focused research on Marketing Management.

Doni Purnama Alamsyah is Faculty Member and researcher from Bina Nusantara University in Creativepreneurship Department. Have focused research on Green Customer Behavior also interest in collaboration research.